



Harrah's

CHEROKEE CASINO



YOUR BIGGEST NIGHTS HAPPEN HERESM

OVER 2500 GAMES



3 RESTAURANTS



**A CULTURALLY-THEMED
CHILDCARE FACILITY**



24 HOURS A DAY - 7 DAYS A WEEK



**COMING WINTER 2001
HOTEL AND CONFERENCE CENTER**

EVERY RESTAURANT IS A WINNER

No matter what
you're hungry for, each
one of our restaurants offers



a terrifically satisfying dining experience that is



uniquely Harrah's. For lunch or dinner,

there's fun and great food! Discover

an endless variety of international and

traditional foods at



the Fresh Market Square

Buffer. For a deliciously casual lunch,

dinner and late night snacks, kick back at

the Winning Streaks Deli. And if you want

to savor everything from incredible steaks to

luscious fresh lobster, discover

the unique ambiance of



The Range Steakhouse.



When you visit Harrah's Cherokee Casino, be sure to sign up for your Harrah's Total Rewards Card. It's your ticket to valuable rewards and recognition at Harrah's Cherokee and at Harrah's properties nationwide. The more you play with your Total Rewards Card, the sooner you can qualify for Harrah's highest levels of play...Total Platinum and Total Diamond. Membership means you are among Harrah's most loyal players and that you're afforded exceptional privileges and benefits. From ticket privileges and VIP Lounge access to preferred accommodations, this is the recognition you deserve. Eligibility for Total Platinum and Total Diamond membership is based on the cumulative total of reward credits earned over one calendar year. For more information, please visit the Total Rewards Center.

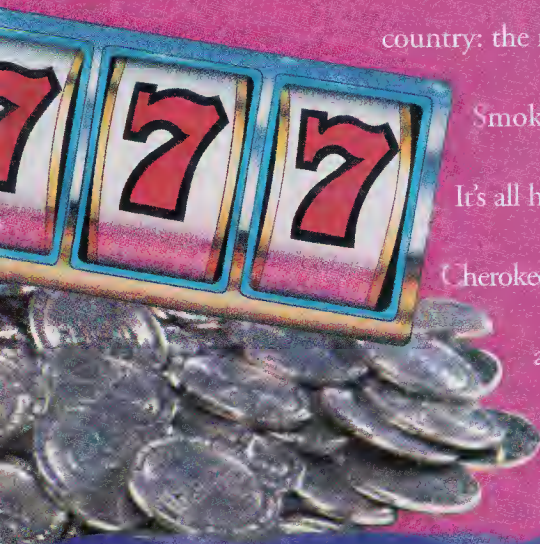
*No cards issued to anyone under the age of 21. Complimentaries not available at Harrah's Ak-Chin Casino.

MOUNTAINS OF FUN



Welcome to Western North Carolina's biggest and newest attraction: Harrah's Cherokee Casino. Welcome to three football fields of 24-hour casino fun, featuring

2,500 video gaming machines, three great restaurants, live entertainment, a gift shop, a culturally-themed educational child care facility and all the friendly, first-class service that has made Harrah's famous. Located in the heart of some of the most picturesque scenery and recreation in the country: the majestic Great



Smoky Mountains. It's all here at Harrah's Cherokee. Big, beautiful and ready for action.

THE MOST EXCITEMENT YOU'VE EVER SEEN IN ONE PLACE

Big jackpots are always comin' round the mountain, and players are winning up a storm. When you see lightning, it means a player just hit a jackpot of thousands of dollars. When you hear thunder, it means the jackpot's even bigger. It's nothing short of a



heart-pounding, action-packed show for the eyes and ears.

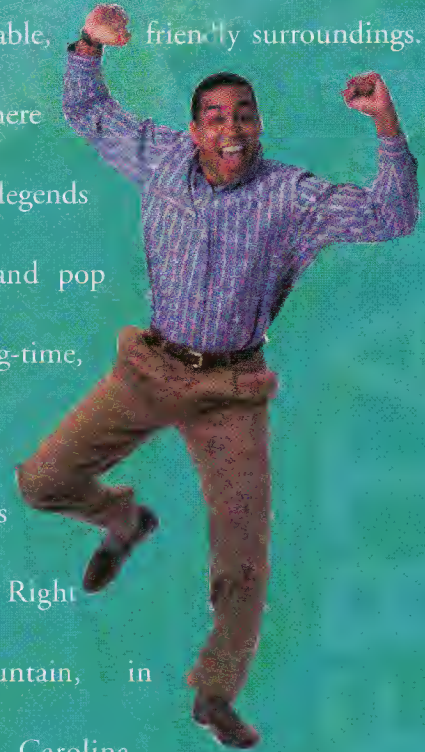
And only Harrah's has it. Naturally, we have plenty of machines and plenty of room for winning, with over



ALL THE STARS ARE OUT

When you're not playing our red-hot games, catch our red-hot entertainment. Harrah's incredible 1,500 seat Cherokee Pavilion theater has it all. No matter what kind of entertainment you like, you'll see it right here in comfortable, friendly surroundings. This is the place where Country and Oldies legends meet exciting rock and pop personalities. The big-time, big-name stars are coming out at Harrah's Cherokee Casino. Right around the mountain, in Cherokee, North Carolina.

To confirm times, dates and to order tickets, call 1-800-HARRAHS®. Prepare to be entertained at the Cherokee Pavilion theater. There's no better place to get starstruck.



2,500 video gaming machines and over 60,000 square feet of casino space. Our spacious casino features the excitement of Video Blackjack, Video Poker and Video Craps. "Plus," adds Harrah's Cherokee General Manager Jerry Egelus, "we offer games like Triple Diamonds, Wild Cherry, and Ten Times Pay in video format with the added skill feature of two spins to win. We are the only casino in the country to offer the skill and thrill of Lock 'n Roll." If you think that sounds exciting, just wait until you start playing. We're talking about fast-paced fun that never stops. And it's only at Harrah's Cherokee.



GETTING HERE IS ONLY HALF THE FUN

NORTH CAROLINA

Asheville: I-40W to Exit 27 to 74W to Exit 74 - 441N to Cherokee. **Charlotte:** US-74W to I-26N to I-40W to Exit 27 to 74W to Exit 74 - 441N to Cherokee. **Winston-Salem:** I-40W to Exit 27 to 74W to Exit 74 - 441N to Cherokee.

TENNESSEE

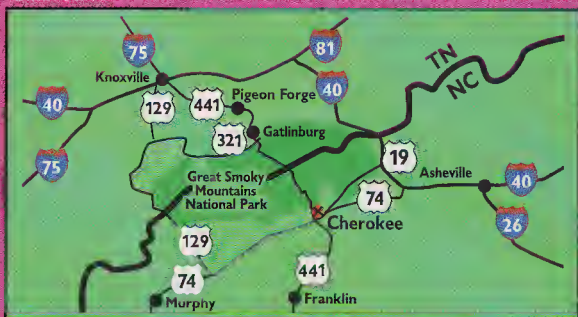
Chattanooga: I-75N to I-40E to Exit 407 - 441S to Cherokee. **Knoxville:** I-75S to I-40W to Exit 407 - 441S to Cherokee. **Knoxville:** I-40E to Exit 407 - 441S to Cherokee. **Nashville:** I-40E to Exit 407 - 441S to Cherokee.

SOUTH CAROLINA

Clemson: I-26N to I-40W to Exit 27 on to 74W to Exit 74 - 441N to Cherokee. **Columbia:** I-26N to I-40W to Exit 27 to 74W to Exit 74 - 441N to Cherokee.

GEORGIA

Atlanta: 985N to 441N to Cherokee. **Athens:** 441N to Cherokee.



WHERE TO STAY

The Cherokee Reservation offers visitors the choice of 47 motels, ranging from national hotel chains to comfortable independent inns. Or enjoy 28 campgrounds and nearly 100 cabins. A complete vacation directory listing all places to stay as well as area attractions, restaurants and shops is available by calling the Cherokee Visitors Center at 1-800-438-1601. For bus information, call 828-497-8792.

An Enterprise of the Eastern Band of Cherokee Indians.



CHEROKEE CASINO

FOR MORE INFORMATION CALL:

1-800-HARRAHS®